91-06238/

The winning spirit of Albertans is particularly evident throughout our province's business community, which is both innovative and competitive. As important as these qualities have been over the past years, energy and innovation will prove even more essential during the 1990s.

The decade ahead will be marked by intense intellectual and technological competition. Within this complex and sophisticated environment, Alberta business will find programs offered by provincial and federal governments valuable in developing effective strategies for growth, and setting these plans in motion.

This guide describes the programs and services available to help you to expand, diversify and increase your competitiveness. I encourage you to make full use of these resources, and to work in partnership with the provincial government as we move toward the year 2000 together.

Peter Elzinga
Minister
Alberta Economic
Development and Trade

C O N T E N T S

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CHALLENGING THE 90'S

THE NEXT TEN YEARS

While it is impossible to predict with absolute accuracy what the nineties hold for Alberta business, it is clear that the pace of progress will continue to escalate at an ever-increasing rate. The issues of technological innovation, quality of human resources and environmental expertise will become even more critical over the next ten years.

Major economic restructuring will continue to occur on a global scale, including the liberalization of trade. Alberta business will face new opportunities and challenges as elements of the Canada/US Free Trade Agreement are put into place. Doing business with Europe will change as 12 national markets merge into a single market of some 320 million consumers. Closer to home, the reduction of trade barriers between the provinces will also create a more open Canadian marketplace.

Alberta's success will depend to a greater degree on the ability of our business community to capitalize on changes taking place within the province, across the country and around the world.

BUILDING ON STRENGTH

Over the past ten years, Alberta's economy has become more diverse and stable than ever before in the province's history. Private enterprise has led the way in exploring new opportunities and penetrating new markets; the Alberta government has supported innovation and encouraged the formation of promising new ventures. This strong spirit of partnership between Alberta's public and private sectors has created an impressive track record.

Alberta's entrepreneurs have recorded remarkable advances – developing new products, technologies and services, and marketing them around the world. Through an effective, free enterprise strategy, an attractive tax regime has been maintained. Tourism attractions have been developed and Centres of Advanced Technology for science and technology have been created. An extensive infrastructure in transportation, communications, education and health care has been set in place. As a result, Alberta's business community is ideally positioned to reach out and seize the opportunities which emerge over the next ten years.

THE PARTNERSHIP CONTINUES

Members of the province's business community will continue to identify further opportunities for growth and diversification over the decade ahead. The public sector will continue to reinforce and encourage the development of effective strategies. Provincial and federal government programs and services for Alberta business are oriented toward helping to reduce costs, increase productivity, strengthen marketing skills, and compete effectively in the new global arena of the 1990s.

HOW TO GET THE MOST FROM THIS GUIDE

Alberta's first ***Business Program Guide*** provided a single-source directory of programs and services offered by provincial government departments. Strong positive response to this comprehensive resource confirmed that the Guide was valuable to Alberta business. This second edition goes one step further by including federal government programs of interest to Alberta companies.

The Guide is organized into two sections. The first contains information on more than 80 programs and services offered by 12 provincial government departments, and the second includes descriptions of 22 programs and services available from seven federal government departments and agencies.

Departments are listed alphabetically, making it easy for you to find the programs which directly relate to your business or industry. Once you have reviewed programs which fall under these departments, you may want to turn to other departments and agencies, as a number of business programs and services do not pertain to specific business sectors. If you are unsure of whether or not you qualify for a program, contact a department representative – or call The Business Line:
1-800-272-9675
(Within Edmonton, call 422-9494)

Programs and services listed are available at time of printing.

ALBERTA PROVINCIAL GOVERNMENT PROGRAMS & SERVICES

[redacted]

is a crown corporation which has direct lending programs and loan guarantee programs for Alberta farmers and agri-businesses. ADC acts as a primary lender to beginning farmers, providing loans at preferred interest rates; and as a lender of last resort for agri-business loans.

CONTACT: (403) 679-1311 (Camrose)

[redacted]

is available to individuals or businesses engaged in processing and marketing food or feed products or considering the establishment of such operations within Alberta. It provides financial assistance on a 50-50 cost sharing basis in the form of grants payable at the conclusion of an approved project. Grants cover such projects as increasing technological awareness, developing products and processes, developing packaging and promotional material, undertaking feasibility studies, and providing management or marketing education. Grants are also available to assist in the development and promotion of a commodity, industry or animal breed.

[redacted]

is a provincial Crown corporation created to promote, support, and coordinate agricultural research and to encourage greater private sector participation in research endeavours. Through its Matching Grants Program, the Institute funds a wide range of research activities within the five priority areas of production efficiency, agricultural processing, marketing, resource conservation, and diversification.

To assist information transfer among scientists, the Institute also funds a Research Coordination Program. As well, the Institute is the province's review and approval agency for the National Agricultural Biotechnology Initiative.

[redacted]

was initiated to provide long-term fixed-rate financing to Alberta farmers. Under the program, up to $2.5 billion is available for refinancing and new acquisition loans with terms of ten to twenty years and a fixed interest rate of 9% per annum. The program is administered through participating financial institutions. On each loan, the provincial government provides a partial guarantee, which varies depending on the purpose and age of the loan.

[redacted]

aims to enhance the export potential of Alberta companies in agricultural production, processing, marketing, or consulting. Eligible companies can receive financial assistance to cover a portion of the costs incurred for market identification trips, out-of-province trade fairs and exhibitions, incoming buyer visits, outgoing sales trips, and market feasibility studies. The program has been established by Alberta Agriculture to supplement the federal Program for Export Market Development (PEMD).

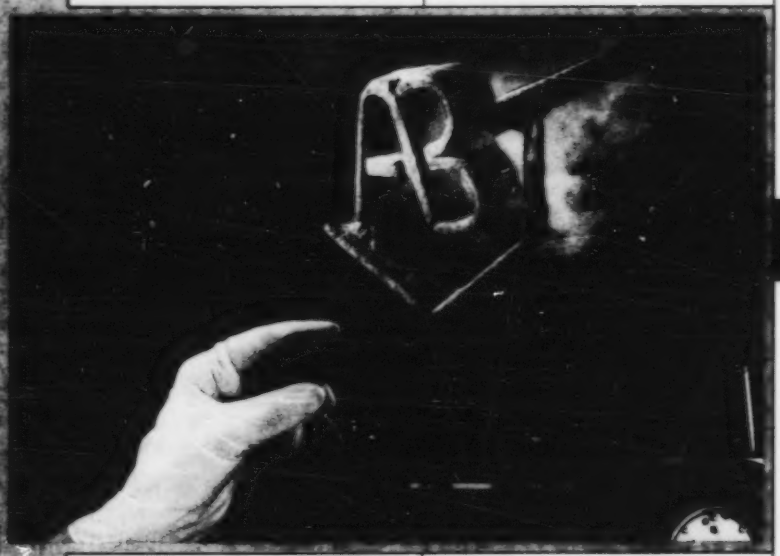
[redacted]

is devoted to problem solving and to production-oriented research on special crops and greenhouse and field production of vegetables and ornamentals. The Centre provides information services on production practices, variety recommendations, marketing, processing, storage, and handling. Pest and disease control program services are also provided.

CONTACT:
(403) 362-3391 (Brooks)

[redacted]

provides developmental assistance to the agricultural processing industry in Alberta. This is a five year initiative, extending to September 30, 1990, for which the governments of Canada and Alberta have agreed to provide $50 million. The agreement offers assistance under two programs: the Capital Assistance Program, which encourages investment in the establishment, expansion, and modernization of processing operations and testing and research facilities; and the Non-Capital Assistance Program, which is available to help processors undertake feasibility studies or



research and development projects.

Although program administrators have ceased taking applications, since there are enough applications on file to fully draw on the $50 million; negotiations are underway to either obtain additional funding or create a revised program.

is an agricultural research program supported by the Alberta Heritage Savings Trust Fund and administered by the Farming for the Future Council. It funds a wide range of research and demonstration activities in agricultural production and food processing. The program provides financial assistance through the Research Program, which supports basic and applied agricultural experimentation; and the On-Farm Demonstration Program, which facilitates the transfer of research findings from the laboratory to the farming community.

provides laboratory services to help ensure the quality, safety, and nutritional value of Alberta products. Located in Edmonton, the laboratory provides microbiological, chemical and organoleptic evaluations, and related consulting services. These services are available to all sectors of Alberta's food industry, hospitals, and government agencies concerned with food production, processing,

quality, inspection, transportation, export, and retail trade.

helps Alberta food processors in the development and packaging of new/improved products and the application of new processes. The Centre's information service assists in the acquisition, interpretation, and adaptation of scientific or technical literature to resolve specific problems. Product development laboratories at the Centre have facilities for product formulation, ingredient assessment, and sensory evaluation of food products. Pilot plant equipment can simulate industrial production, produce products for test-marketing purposes, and develop novel processing methods or techniques. The Centre also provides an in-plant consulting service on production problems or new product or packaging technology.

CONTACT: (403) 986-4793 (Leduc)

provides salary subsidies and international travel grants to create full-time jobs and skill

development opportunities in the field of international marketing and to enhance development of Alberta's export operations. Eligible employers include those who wish to expand their current international marketing operations or who demonstrate the potential for establishing international export market activities.

provides financial incentives to private sector employers for the training and development of their employees in order to upgrade the quality of Alberta's workforce. The training must be full-time and may be on-the-job, in a classroom setting, or a combination of both.

has two elements: The Youth Work Experience and Training element provides wage and training subsidies to assist young Albertans in obtaining work experience, and includes a career counselling component. The Post-Secondary Internship and Training element provides

wage and training subsidies to assist recent post-secondary graduates in obtaining full-time employment related to their field of study or level of education. Eligible employers/organizations include private sector employers, municipalities, hospital boards, post-secondary institutions, Indian Bands, Metis settlements, school boards, non-profit organizations and cooperatives.

funds private sector employers who provide full-time jobs for social assistance recipients and individuals whose unemployment insurance benefits have ended within the last year.

CULTURE AND MULTICULTURALISM

Contact:
Information Services
Telephone (403) 427-2565

Assistance for Commercial Art Galleries

commences April 1, each year. Commercial art galleries

TODAY'S EMPLOYERS KNOW A GOOD INVESTMENT WHEN THEY SEE ONE.

A good employee with ability is an investment any employer should be happy to make. Hiring good people and promoting good people is simply good business.

But good people are hard to find, harder these days than ever before. Some qualified workers are reluctant to change jobs. Others have been unemployed for some time and need retraining and upgrading. Many are moving to other markets. And the labor force continues to change with our aging population, and new immigration.

Now more than ever, Alberta employers are re-evaluating their hiring and promoting practices. They're judging the quality of job applicants by their ability and potential, period.

That hiring strategy is seeing women being hired to do work once reserved only for men. And it is opening more doors for visible minorities, natives, and persons with disabilities as well.

Employers need sources of quality labor and the smart ones are hiring and promoting for today, and tomorrow. Don't get left behind.

ABILITY HIRES ABILITY. ABILITY PROMOTES ABILITY.

Alberta
CAREER DEVELOPMENT
AND EMPLOYMENT

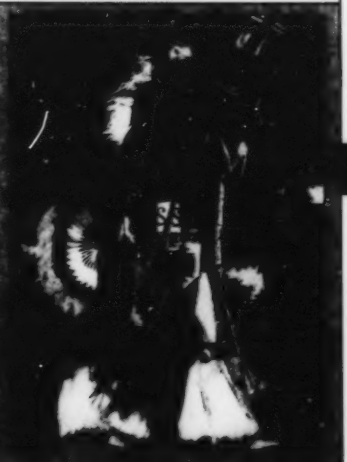
may apply to the Alberta Art Foundation for media advertising co-sponsorship to host exhibitions of works by Alberta artists. Generally, the Alberta Art Foundation will consider over 50% of estimated media advertising costs for art exhibitions, offering a maximum amount as determined by the Foundation.

Assistance to Book and Periodical Publishers

furthers the development of the publishing industry in Alberta. Alberta book and periodical publishers may be eligible for assistance from either the Film and Literary Arts Branch of the Department or the Alberta Foundation for the Literary Arts.

Institute of Multicultural Resource Development

provides training, consulting and resource material to individuals, institutions, and companies wishing to function



more effectively in today's multicultural society. The

Institute provides opportunities for individuals to acquire skills and knowledge that will be of benefit in dealing with a diverse population.

storage yards located in Edmonton, Calgary, and Vancouver.

CONTACT: (403) 450-2526 (Edmonton); (403) 234-7584 (Calgary)

provide management counselling or other specialized services. AOC is now able to make investments on an equity basis in certain areas including manufacturing, tourism, and certain advanced technologies. AOC has also established a Seed Funding Division that will invest up to $250,000 in the development and commercialization of unique or proprietary products.

CONTACT: (403) 421-7979 (Ponoka); (403) 427-2140 (Edmonton); (403) 297-6437 (Calgary); 1-800-662-7153 (Alberta toll free)

helps to improve the availability of credit to expanding and emerging Alberta small businesses by providing partial guarantees to lenders. To be eligible, loans cannot exceed $100,000 and must be new loans for the construction, acquisition, or improvement of fixed assets; or to provide additional working capital. The program will be available up to an aggregate sum of $200 million in loan guarantees or until March 1, 1991.

stimulates the growth of the film and video production industry in Alberta by making loans or guaranteeing loans to qualified producers. AMPDC is authorized to make loans or loan guarantees of up to 60% of the total funds required for the preproduction or development stage of a motion picture and equity investments of up to 25% in the production of motion pictures.

CONTACT: (403) 424-8855 (Edmonton)

assists Alberta businesses and associations involved in the movement, handling and storage of goods. The program promotes the benefits of improved physical distribution practices and provides assistance to firms implementing physical distribution improvements within their organizations. To help companies improve their physical distribution functions, the program provides special consulting assistance in the form of workshops, seminars, and on-site analysis services.

provides Alberta exporters and importers with low inland transportation costs to and from the West Coast. AIS coordinates the movement of containers through the CP Rail system and private trucking companies which transport to and from AIS facilities. AIS has marketing offices and

is a Crown corporation intended to stimulate the establishment of new businesses and to assist in the expansion of existing enterprises. The company may make loans or guarantee loans of other lenders and may

provides a measure of relief to businesses and farms by shielding interest rates on loans over 14% to a maximum rate of 19%. Interest shielding will apply on loan balances up

to a maximum of $100,000 for each eligible business or farm. Borrowers with an aggregate balance of loans outstanding of less than $5,000 will not be eligible. For non-farm businesses, the program shields the interest rate on any existing and new loans that were made for the purpose of generating active business income. The shielding for farm business is the same as that for non-farm business except it is limited to operating loans.

through the regional offices located throughout Alberta. Staff in the regional offices also provide advice and assistance to individuals and organizations on community economic development.

provides financial assistance on a cost-shared basis up to a maximum of $12,500 to Alberta communities with populations of 10,000 or less

is operated by professional staff who are available to answer general questions on business including financing, marketing, manufacturing, and business assistance programs. If callers require additional information, the operators will refer them to the Department's business counsellors or to the appropriate government department or business organization.

Businesses can access the line by dialing toll-free 1-800-272-9675, or 422-9494 in Edmonton. The line operates Monday to Friday from 8:30 a.m. to 4:30 p.m. All calls are handled in confidence.

become export-ready or to expand export capability. Meeting with companies on an individual basis, the consultants discuss how to prepare a business for exporting, ways to expand a company's present export capabilities, the procedures used in exporting, and how to develop international marketing strategies.

provides support to Alberta-based businesses which are exporters or potential exporters of manufactured products. The program's objective is to increase the working capital available to Alberta-based manufacturers by providing partial guarantees of loans made by chartered banks, Treasury Branches and other financial institutions to a maximum of $5 million, provided such loans relate to specific export contracts or orders.

provides self-help-oriented professional counselling services to new and expanding businesses or to businesses wanting to improve their present operation. Business Counsellors offer expert counselling as well as departmental publications on finance, marketing, merchandising, and manufacturing. Staff are also available to help organize or conduct workshops and seminars on specific business and economic development topics. This service is available

so they may develop and implement strategies to enhance local business growth. Eligible applicants include municipal government bodies, local business organizations, economic development committees, and other such groups. Funds may be pooled by adjacent communities sharing economic linkages to a maximum of four eligible communities or $50,000 for the region.

provides assistance to companies to effectively consider the comparative advantages of suitable locations throughout Alberta. The Business Location Officers work in concert with and assist Alberta municipalities in collecting critical data to market their communities to active and potential prospects. As well as data gathering, the Business Locations sector assists with site visits and appropriate contacts for prospective clients.

is administered through local chambers of commerce and trade associations. Private management consultants are hired by Alberta Economic Development and Trade to work with companies to

provides new and existing Alberta businesses access to professional management consulting to improve management skills and capabilities. Eligible businesses have their head office in Alberta, the majority of ownership by Albertans, and annual gross sales between $50,000 and $5 million. The maximum project length is six months. The program contributes up to $10,000 based on up to 75% of total project costs for the first 100 hours, and up to 50% of the total project costs for the remainder of consulting hours.

provides funding to chambers of commerce or other local organizations interested in upgrading the management skills of small businesses in the community. To qualify, these organizations must have a minimum of 20 small businesses per session. Management consultants work with individual firms over a five-month period. Each business receives approximately eight to ten hours of consulting time which can be used to review systems, finances, marketing, or other areas. Counselling is strictly confidential and available to owners/operators for a nominal fee.

provides assistance to Alberta businesses interested in enhancing their export potential. Eligible companies can receive financial assistance to cover a portion of the costs incurred for market identification trips, out-of-province trade fairs and exhibitions, incoming buyer visits, and outgoing sales trips. The total value of grants allowed per applicant company within any fiscal year is $10,000.

is provided to manufacturers wanting to research markets for new products. The Small Business & Industry Division will cover half of consultant costs, up to $5,000, for bona fide research for qualifying companies. Applicants must be referred by the Department's professional counselling staff.

offers businesses information on the essentials of exporting, and assists exporters in marketing their products and services to border and near-border states in the United States. The program organizes on-the-spot seminars for Alberta businesses in Canadian consulates in specific states. Topics range from pricing and promotion to customs clearance and collections.

is a joint initiative offered by Alberta Economic Development and Trade and the Government of Canada. The program usually takes the form of a three-day trip to the new market area. These trips are organized around trade fairs, trade marts, or solo shows of Alberta companies and involve seminars, workshops, and individual programs. Special emphasis is placed on identifying market characteristics, emerging trends, and the financial and legal aspects of exporting. The program also assists Alberta companies to access the distribution network of the area, and to gain sales exposure in the new markets.

offers a series of seminars which provide businesses with a clear understanding of Quality Assurance, Quality Management, and the benefits of implementing these. Seminars may also be adapted to meet the needs of specific business sectors. Quality Assurance is the planned and systematic implementation of a program by an organization to provide customers with adequate confidence that products or services will satisfy specified requirements.

assists companies interested in expanding export markets by identifying transportation options which allow exporting with a minimum of complications. The service helps companies understand transportation arrangements, overall distribution procedures, warehousing and customs clearance. The Transportation Services Branch of Economic Development and Trade provides assistance through workshops and consulting carriers, freight forwarders, customs brokers, and third party transport and trade experts.

is a publicly-owned venture capital company capitalized at $227 million. It provides equity financing to businesses with the potential to contribute to Alberta's economic development and diversification. Investments of any size are considered; currently more than 20% of Vencap's investments are early-stage or seed capital. Funding is provided to all sectors except real estate development and oil and gas exploration and development.

Vencap Medical Ventures, a new investment division, provides equity funding and business expertise for emerging health care technologies.

CONTACT: (403) 420-1171 (Edmonton)

helps Alberta companies achieve the best possible return on their investments in trade show participation. WITS offers a series of seminars providing information and advice on accessing the Department's Trade Show promotion services, pre-show planning, staffing a booth, market evaluation, and follow-up.

developed by Alberta Public Works, is a delivery system for live tender information from the government purchasing branches of British Columbia, Alberta, Saskatchewan, and Manitoba. If you wish to subscribe, phone AGT at 1-800-232-9410 toll-free from anywhere in the Province. Tell them that you wish to subscribe to iNET 2000 to access WPIN. To do this you will need a computer, a modem, communications software, and a phone line. There is a small monthly fee for I.D. administration and a $20/hr. charge for the WPIN service. Alberta Economic Development & Trade Regional Office staff can provide current tender listings, demonstrate the use of WPIN, and advise on its benefits to individual businesses.

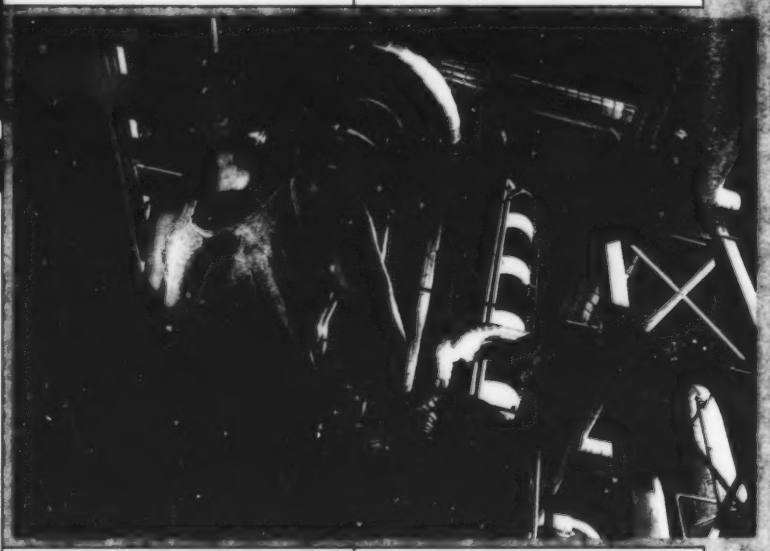
CONTACT: The Business Line (403) 422-9494 (Edmonton), 1-800-272-9675 (Alberta toll free); Alberta Public Works (403) 422-2654 (Edmonton).

is a royalty relief program aimed at enhancing the cash flow of small producers. Until December 31, 1989, the ARTC returned 75% of Alberta Crown Royalty, payable to a maximum credit of $3 million. Under changes effective January 1, 1990, the program will become sensitive to crude oil prices, returning to companies a variable percentage of their first $2.5 million of Alberta Crown oil and gas royalties. This percentage will vary from a high of 85% for par prices below $100 per cubic metre to a low of 25% at par prices in excess of $210 per cubic metre.

provides funding through the Alberta/Canada Energy Resources Research Fund (A/CERRF) to private industry for projects that will enhance the competitiveness of Alberta coals in international markets, minimize the environmental impact from the production or use of coal in Alberta, or result in new uses for Alberta coals. The private sector is encouraged to identify and manage appropriate projects and is expected to partially fund the work.

rewards the successful completion of new or deepened gas wells drilled to depths below 2,500 metres. Eligible wells must be located outside June 1, 1985, gas pool boundaries. The value of the royalty holiday increases with the depth of the well to a maximum of $3.6 million. Entitlements must be used within ten years of drilling completion.

provides consultants, regulators, and product developers access to information compiled from energy audits to assist in life-cycle costing, operating costs, utility construction, rate structure needs and energy conservation marketing. While respecting clients' confidentiality, a variety of search options are available regarding energy use in all industrial, commercial, and institutional sectors.



BUSINESS GUIDE

is an on-site audit service that assists Alberta industrial, commercial, municipal, and institutional organizations to reduce operating expenses through energy management. It is available throughout the province at no charge. The confidential service provides on-site assessment and analysis of energy consumption. Before the energy bus visits, the company to be audited is asked to provide some basic data needed to ensure accurate computation. Energy bus staff identify which areas of operation have the greatest potential for saving energy, usually at no or low cost. Financial savings average 20% per year.

is designed to offset the costs and risks associated with enhanced oil recovery (EOR) processes. These processes use advanced technology to recover more oil from a pool than is possible with conventional techniques. A producer is allowed to deduct approved costs from revenues before calculating royalties.

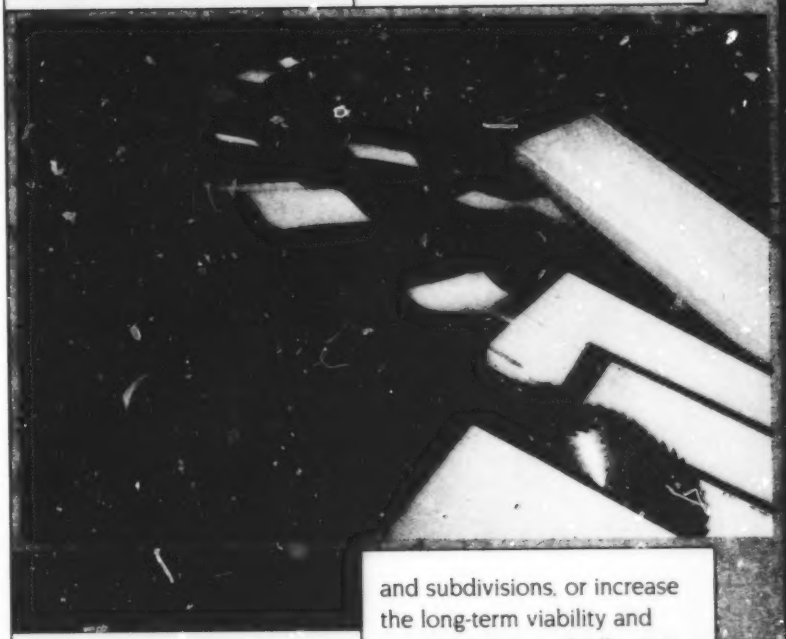
[redacted]

[redacted]

offers financial assistance to the housing industry. The Program encourages and assists housing research and development which has the potential to reduce housing costs, improve the quality and performance of dwelling units and subdivisions, or increase the long-term viability and competitiveness of Alberta's housing industry. Grants of up

provides Alberta home builders, renovators, tradespeople, trades educators, and realtors with access to unbiased, up-to-date information on energy efficient housing. It provides immediate service through a telephone inquiry service called Energy Matters (dial Zenith 22339 or in Edmonton 427-5300). A bimonthly publication, **The Renovator**, delivers technical information to Alberta's renovation industry. Other housing industry services include an audiovisual lending library, a builders' technical reference package, and a series of booklets on residential energy issues, all available at no charge.

is an information program to help Alberta transportation companies become more competitive and profitable through reduced energy costs, improved safety, extended vehicle engine life, and upgraded vehicle performance and reliability. The information available is applicable to light and medium-sized vehicles used by commercial, industrial, bus delivery, courier, taxi, utility service, and freight moving companies. The program offers fleet vehicle energy audits, driver training, publications, and information on alternative fuels.



promotes the modernization, expansion, and diversification of the forest products industry. FIDD acts as an advocate for industry initiatives with other government departments and agencies, and works to remove impediments to investment in forestry projects. FIDD also coordinates investment interest in recreation and other non-forest resource opportunities.

to $25,000 are available for research, design, evaluation, testing, and small-scale demonstration projects. A limited number of grants of up to $50,000 are available to professionals, organizations, and individuals, to offset the costs of large-scale demonstration projects.

involves planning, design, and construction in selected provincial parks and provincial recreation areas for the purpose of replacing or upgrading existing facilities, to support tourism and improve services for the travelling public. The program is almost entirely carried out through contracts to private sector companies.

offers small and medium-sized private sector operators an opportunity to provide services such as maintenance, grass cutting, and solid waste removal on a contract basis in provincial parks and provincial recreation areas. Privatization of campground operations, as well as commercial initiatives such as golf course development and operations, are part of the program.

assists in transferring artificial intelligence techniques to industry and expanding research into areas that may lead to future industrial applications. The centre is currently exploring industrial applications of computer vision, intelligence systems, robotics, and integrated manufacturing techniques.

CONTACT: (403) 492-3976 (Edmonton)

is oriented toward the industrial application of laser technology. The ALI assists industry by providing a wide range of laser technology services on a contract basis, including materials processing; the development, use, and application of laser sensors; and electronics and medical applications. The institute offers expertise in feasibility studies, engineering design, training, and education. In addition, the ALI conducts research and development in most areas involving lasers, including robotics.

CONTACT: (403) 436-9750 (Edmonton)

assists Alberta's medical scientists, engineers and entrepreneurs with prototype development, testing and clinical trials of promising new drugs and devices. The program grants up to 50 per cent of the costs of commercializing new medical and pharmaceutical products, to a maximum of $500,000. The program is administered by the Alberta Heritage Foundation for Medical Research (AHFMR) in consultation with Technology, Research and Telecommunications.

CONTACT: (403) 423-5727 (Edmonton)

offers assistance to industry in the application of microelectronic technology. The broad range of services includes: consulting and feasibility studies, microelectronic prototype development, technology assessment, Application Specific Integrated Circuit (ASIC) design and fabrication, sensor research, and development and prototyping. The AMC design capabilities and fabrication facilities offer clients unrestricted, confidential service on a contract basis. Joint research with industry on projects which have commercial market potential is an integral part of the centre's services. Research emphasis is directed toward solid-state microsensor research and design tools, and software research.

CONTACT: (403) 492-3914 (Edmonton) or (403) 289-2043 (Calgary)

is a Crown corporation which supports industry and government through a broad range of research activities in science and technology. It provides a full range of services, basic and applied research, analytical laboratories and industrial

engineering problem-solving in six major areas: industrial and engineering research, advanced technologies, applied sciences, oil sands, coal, and natural resources. The council has two programs to assist industry: the Joint Research Venture Program, which offers companies shared cost with research programs carried out at the council's facilities; and the Advanced Technologies Program, which provides research and development assistance in information and automation technologies. The Alberta Research Council also administers the Industrial Research Assistance Program (IRAP) in Alberta. This National Research Council program provides funding to small and medium-sized companies to help them access the research assistance they need.

CONTACT: (403) 450-5111 (Edmonton)

[illegible]

assists industrial clients in biotechnology research and commercialization of biotechnology processes through the scale-up of laboratory research production. The biotechnology pilot plant offers a comprehensive range of capabilities on a contract basis, including advanced computerized equipment and processes, a pool of scientific and technical expertise, and a range of fermentation capacities up to 15,000 litres.

CONTACT: (403) 450-5303 (Edmonton)

[illegible]

links academic research and industry applications through joint partners-in-research participation by industry, university, and government. Participating industry sponsors have access to laboratory facilities, including extensive computing resources for the support of simulation and signal processing studies; as well as processes, systems, and patents developed by the centre. The research facility focuses on and encourages industry sponsors, university faculty members, and graduate students to carry out joint research in areas such as network access, transmission, long-haul networking, and circuit techniques. Research efforts reflect current developments in the telecommunications industry: network access, transmission, core network, and circuit techniques.

CONTACT: (403) 461-3830 (Edmonton)

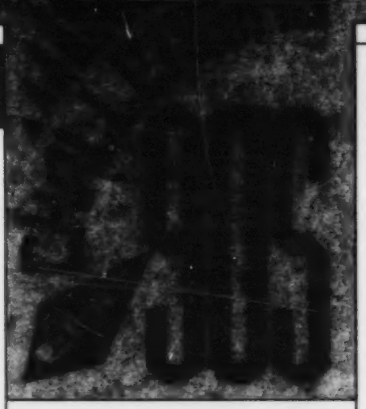
[illegible]

was established as a subsidiary of Alberta Government Telephones. Alta-Can Telecom offers investment funds to private sector ventures in the areas of microelectronics and telecommunications.

CONTACT: (403) 231-8535 (Calgary)

[illegible]

provides a supportive environment for emerging advanced technology companies. The Incubator, a



program of the Calgary Research and Development Authority, offers affordable space, shared office services, and business counselling, plus access to scientific and technical assistance and management, legal and accounting advice and sources of funding. The incubator has two sites in Calgary.

CONTACT: (403) 282-0464 (Calgary)

[illegible]

focuses on research related to materials, design, and construction for harsh climatic conditions in Arctic and offshore resource development. In addition to its own ongoing research program, C-FER assists industry with research to find ways to increase productivity in frontier development. The centre has a new facility under development which will include a Temperature Structural Laboratory for testing to -60° Celsius and a Tubular Products Laboratory to assist in the testing of goods which undergo severe temperature deviations.

CONTACT: (403) 450-3300 (Edmonton)

[illegible]

consists of several multi-tenant buildings which the Calgary Research and Development Authority is developing in the University Research Park, to accommodate research and incubator facilities. Discovery Place offers cost effective facilities for organizations wishing to interact synergistically with the research and technology excellence of the University of Calgary.

CONTACT: (403) 282-0464 (Calgary).

Edmonton Advanced Technology Centre

was designed and built specifically to house and support early-stage advanced technology companies. The centre provides a comprehensive program of business support to its entrepreneurial tenants, including flexible and cost-efficient office space, shared office services, professional business consulting services, and information and referral services.

CONTACT: (403) 462-2121 (Edmonton)

Electronics Test Centre (ETC)

assists industry by testing and evaluating electronic products including those used in telecommunications, medical electronics, data processing, office automation, and process instrumentation. ETC also offers clients design-to-delivery consultation services. It is the only facility in Western Canada providing a wide variety of engineering and testing services to designers, manufacturers, purchasers, and government agencies operating in the national and international electronics marketplace. ETC evaluates and tests to required military, government, or commercial standards; and its services are accredited by national and international certification agencies.

CONTACT: (403) 450-5370 (Edmonton)

First Purchase Program

was created to strengthen the existing Alberta goods and services policy and actively promote the utilization of products and processes produced by competitive Alberta firms by all levels of the public sector. The program assists companies in establishing a proven track record in the advanced technology marketplace, by providing first purchase advantage prior to national and international exposure of high technology products and processes.

Sport Investment Fund I

offers equity investment in seed and early-stage technology enterprises. Investments are made in Alberta high-tech firms with equity capital ranging from $75,000 to $250,000. In addition the Fund provides financial, management, engineering, and marketing resources.

CONTACT: (403) 231-8535 (Calgary)

Supercomputer Project

offers the use of a Cyber 205 supercomputer to companies involved in extensive research and development projects. The supercomputer is capable of calculation-intensive research and can create a model or simulate an idea, solving in minutes problems that might take smaller computers hours or days.

CONTACT: (403) 220-8440 (Calgary)

Industrial Commercialization Program

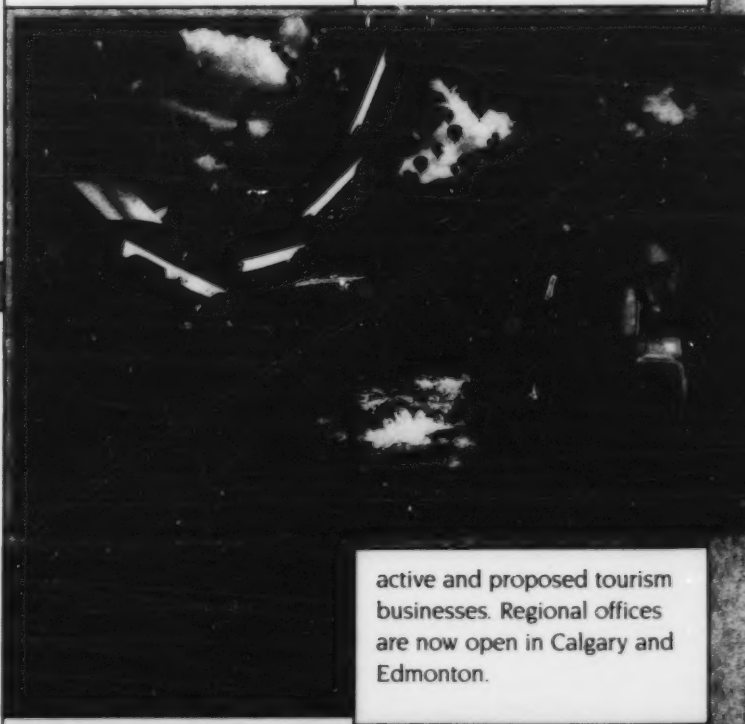
supports the development of Alberta high technology ventures in priority areas such as electronics, biotechnology, computers and software, telecommunications, and advanced materials. The program provides funding to a maximum of 50% of eligible project costs, with government support normally in the form of conditional grants to a maximum of $100,000. Assistance is available for projects which demonstrate and assist innovation in technology-intensive fields such as prototype development, feasibility studies, market studies, and protection of intellectual property.

Tourism Career Development Program

provides a framework to address growing challenges in tourism career development and training. Through Alberta's post-secondary education system, with representation from government, industry, and the education community, the council is helping to structure new approaches to programs and courses for personnel currently employed in tourism or at the entry level.

Tourism Development Branch

provides consultative services to tourism entrepreneurs. The Branch offers a "one window" approach to investor/developer counselling, with the primary objective of enhancing the financial solvency and attractiveness of active and proposed tourism businesses. Regional offices are now open in Calgary and Edmonton.



Tourism Entrepreneurship Program

is a self-help program providing enterprising Albertans with the information they need to capitalize on tourism development and

marketing opportunities at the local community level. The program features the Community Tourism Action Plan Manual, a detailed, step-by-step guide for development of a community-based tourism strategy and plan. Complementing the process is the Community Tourism Marketing Guide, which offers more specific direction on marketing and promotional activities.

is a funding initiative which provides financial incentives to Alberta communities pursuing new projects in tourism marketing and development on the basis of completed Community Tourism Action Plans. All incorporated municipalities are eligible for funding under the program, which provides $30 million in incentives on a cost-shared basis (75% provincial, 25% local) over a five-year period which began in 1988. Private sector businesses can also apply for funding under the program, with the endorsement of the appropriate municipality and in accordance with the municipality's tourism action plan.

provide hospitality training to all businesses, groups, and organizations involved in the province's tourism and hospitality sector. From customer relations for management and staff to zone travel counselling for key front-line employees, the seminars are designed to promote professionalism and quality of service, as well as motivate individuals and inform them about tourism's many economic and cultural benefits.

is a joint government/private sector marketing program designed to help industry market tourism destinations on a regional basis. The program encourages cooperative marketing efforts between private sector operators and Alberta's 14 tourism zones. The government will provide shared assistance (50% provincial, 50% local) with total government contributions of $20 million over five years ending in 1993.

is an annual grant program that supports 14 tourism zones within the Tourism Industry Association of Alberta (TIAALTA). The program is designed to help the zones fulfil their regional "In-Alberta" marketing and development objectives. TAZAP encourages and supports local initiatives and regional programs that stimulate activity and growth in Alberta's tourism industry.

provides financial assistance for farmers to obtain new electrical services. Farmers served by rural electrification associations or who are power company customers are eligible for low interest, long-term loans for their share of the cost of new electrical services. Interest-free advances are also available through this program.

provides assistance to farmers and ranchers for the construction of permanent water transmission systems. The water must be used for domestic or stock-watering purposes, and the minimum transmission distance from the source to the first point of use is 150 metres. The program is available to individual or legally associated groups of farmers and ranchers.

provides a direct rebate to primary agricultural producers (including livestock and poultry operations, greenhouses, irrigation, grain drying, and sod and peat moss farms) who use natural gas in their operations. Renters are eligible if they are responsible for their own natural gas costs. Rebates apply on gas consumption between 300 and 10,000 gigajoules per calendar year.

BUSINESS GUIDE

assists farmers, irrigation districts, aerial applicators, and other custom-farming operators by reducing farm fuel costs. The price of marked fuel is reduced by a grant of 12¢ per litre for diesel fuel and heating oil, and 7¢ per litre for gasoline. In addition, farmers are exempt from the 7¢ per litre fuel tax on gasoline and diesel fuels.

These benefits are available on approval of a Declaration of Alberta Farmer form. The forms may be obtained from the Revenue Administration Division of Alberta Treasury or from bulk dealers. Farmers may also claim a refund of the 5¢ per litre fuel tax on propane used in their farm trucks.

provides a nine percentage point deduction from the general Alberta corporate income tax rate (currently 15%) on the first $200,000 of active business income earned by a Canadian-controlled private corporation. The effective income tax rate on qualifying small business income is 6%. The program encourages diversification by allowing for the development and growth of small incorporated businesses in Alberta.

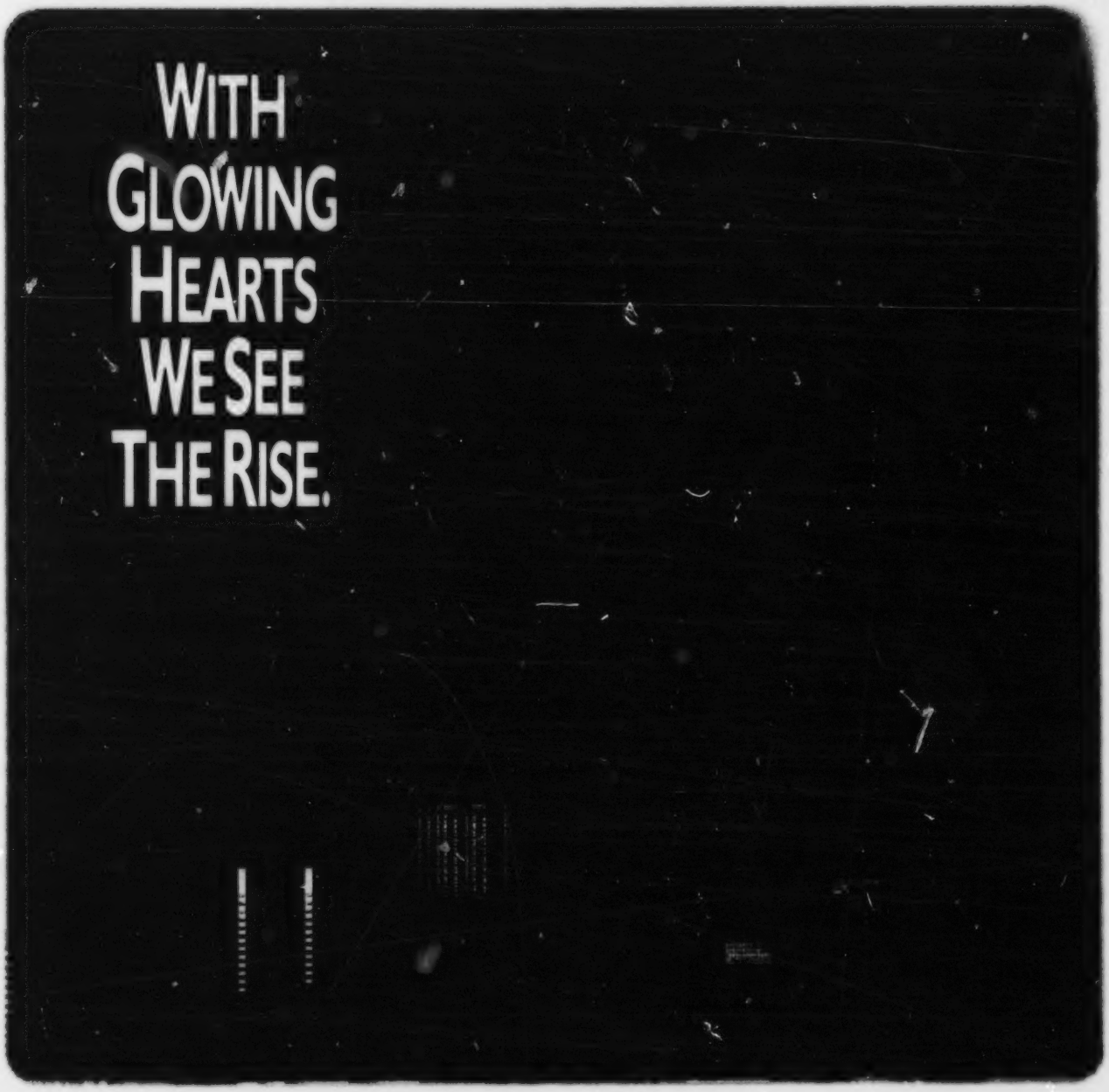
assists operators of vehicles and equipment that are used exclusively off public roadways for certain commercial purposes. Eligible operators can use marked gasoline and diesel fuel which is exempt from the 7¢ per litre fuel tax. A pro-rata fuel tax refund may be obtained on fuel used both on and off-road in licensed vehicles. This also applies to eligible operators that use propane as a motive fuel. Forms related to this program may be obtained from the Revenue Administration Division of Alberta Treasury.

exempts a corporation from making tax instalments during a taxation year if it claims the Alberta Small Business Deduction and taxable income for the year does not exceed $500,000. Eligible corporations can defer payment of Alberta tax until three months after the taxation year end.

is a five year $40 million cost-shared agreement (expiring March 31, 1991) intended to: support efforts to increase the diversity and extent of business and industrial activity in Northern Alberta; assist residents in accessing business and employment opportunities; and, support the development of community and regional infrastructure.

Under the Economic, Industrial and Business Development element of the Agreement, assistance is available to small and medium-sized business to undertake feasibility/marketing studies and prototype/demonstration/pilot projects; to assist in the establishment of new businesses; and to assist the expansion or the modernization of businesses.

Eligible applicants include small and medium-sized businesses, community and regional organizations, Metis settlements and Band Councils, and Northern residents.



We're Proud To Support Canadian Business Initiatives.

Canadian business is facing a diverse array of challenges and opportunities in the years to come.

And entrepreneurs, managers and other business people all across the country are rising to meet them.

By creating new products, developing new markets and exploring new technologies, Canadian business is increasing its competitiveness and profitability at home and abroad.

The Departments of Industry, Science and Technology and of Western Economic Diversification are proud to support them in their initiatives.

Together we're securing Canada's place amongst the leading commercial nations in the 21st century.

Western Economic Diversification Canada
Diversification de l'économie de l'Ouest Canada

Industry, Science and Technology Canada
Industrie, Sciences et Technologie Canada

stimulates increased participation by the Canadian private sector in the industrial development and growth of developing countries. Projects undertaken include joint ventures and other forms of business collaboration which provide benefits to both Canada and the developing countries. Support for starter and viability studies is provided. Starter studies are preliminary analyses of opportunities; viability studies are in-depth analyses of project possibilities designed to lead directly to investment decisions. CIDA Inc. also administers additional related project development support programs ranging in size up to a $500,000 maximum, covering most possible phases of industrial project development.

EXPORT DEVELOPMENT CORPORATION

Contact:
Calgary Office
Telephone: (403) 292-0722

Export Development Corporation (EDC)

is a federal Crown corporation. Its mandate is to expand Canada's export trade by providing insurance, financing and guarantee facilities to Canadian exporters.

EDC has a wide range of insurance products to protect Canadian exporters against 90% of losses caused by the failure of the foreign buyer to pay due to specific commercial and political causes. Sales made under short-term credit arrangements, long-term projects, and even investment in a foreign country may be insured. EDC also arranges competitive financing for foreign buyers to enable them to buy Canadian goods and services. Additionally EDC provides insurance against wrongful call-of-bid and performance bonds, and can provide guarantees to Canadian banks to assist the exporter in establishing these bonds. EDC's services can help any Canadian-based exporter of any size operating in any industrial, commodity, or service sector.

have been established across Canada for the delivery of trade services and programs to the business community, and for coordination of trade development activities. ITCs are located within the regional offices of Industry, Science and Technology Canada, and are staffed by experienced trade officers. The ITCs operate under the guidance of External Affairs and International Trade Canada, working closely with the Department's geographic bureau in Ottawa and with trade development officers in Canadian embassies, high commissions, and consulates abroad.

is delivered through the Trade Commissioner Network. The program's objective is to attract foreign investors to Canada. It is targetted mainly at industrialized countries with emphasis on the United States, Europe, and Japan.

CONTACT: (613) 996-1328 (Ottawa)

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helps incorporated Canadian businesses to develop, increase, and sustain their activities by sharing with them specific export marketing efforts. The industry-initiated segment of PEMD is geared to:

- encourage businesses that have not exported previously to begin export marketing; and
- encourage established exporters to expand their activities into new markets.

Contributions are repayable if sales are made to these markets. Under the government-planned activities segment of PEMD, missions and trade fairs are organized through the government, and Canadian firms may participate by paying a partial fee.

governments, universities, and federal departments and agencies. Proposals must have technical merit and the potential to obtain technology that will produce economic benefit for Canada. Financial assistance is usually in the form of travel costs, living expenses and, in special cases, salaries of foreign experts working in Canada. TIP staff working in Canadian embassies abroad will respond to requests for information on foreign technology, and assist in identification of sources of that technology.

CONTACT: (403) 495-6509 (Edmonton) or (613) 996-0971 (Ottawa)

virtually any type of business enterprise in Canada can apply, providing that the enterprise does not have more than 75 full-time employees and has had prior discussions of its problems with the CASE office. There is no obligation or charge for this prior discussion.

establish action plans for the future, a service which prepares reports to be used by financial institutions to assess applications for

funding, and a variety of publications for business owners.

aims to facilitate the flow of foreign technology to Canada. Proposals for financial support are submitted by individuals or organizations in the private sector, as well as by provincial

is a management counselling service which assists owners and managers, particularly of small businesses, to improve their methods of doing business. Retired business executives perform the counselling services. The only cost is a nominal fee for each counsellor assigned. Any proprietorship, partnership, or limited company conducting

promotes and assists small and medium-sized businesses in Canada through a number of services. The Bank's Financial Division offers term loans and loan guarantees to finance a variety of projects on flexible terms and conditions, including a choice of fixed or floating interest rates.

Through its Management Services Division, the Bank offers management training through public seminars and courses in the areas of: starting a business, marketing management, financial management, and personnel management. The Federal Business Development Bank also offers Strategic Planning to help businesses

serves to enhance the international competitiveness of Canadian industry by stimulating the more effective use of advanced manufacturing technology. The program provides contributions to help assess the feasibility of substantially upgrading manufacturing processes. AMTAP provides funding for qualified firms to engage an outside consultant to assess the commercial and technical feasibility of a

comprehensive upgrade of manufacturing operations. Eligible projects may include the review of current operations with respect to long-term strategy, the definition of areas of improvement, the analysis of costs and benefits, and the preparation of an implementation plan.

is designed to develop and maintain strong defence-related industries across Canada capable of competing successfully over the long-term in domestic and export markets. Objectives include the development and maintenance of a defence-related production capability and of an advanced defence-related technology capability. Contributions are extended toward the eligible costs of:

- research and development of defence-related products and sustaining the associated technology base;
- establishing qualified Canadian suppliers;
- acquiring advanced production equipment to modernize or upgrade engineering and/or manufacturing capability in Canada; and
- market feasibility studies.

is designed to support the development of advanced microelectronics and information technology systems which will enhance the international competitiveness of companies in the manufacturing, processing, or service industries in Canada. The program has two inter-related elements:

- microelectronics – the research and development of innovative micro electronic components, including underlying design and processing technology, for use in advanced systems or subsystems; and
- systems development – the research and development of systems, based on advanced microelectronics and information technologies, for application in the manufacturing, processing or services industries.

helps new and existing small business enterprises to obtain intermediate term loans from chartered banks and other designated lenders to help finance specified fixed asset needs. These loans are made directly by approved lenders to small business enterprises with the SBLA providing for loss-sharing arrangements between the lenders and the federal government. Business improvement loans up to $100,000 are available. All business improvement loans must be secured and the maximum period over which a business improvement loan may be repaid may not exceed ten years.

CONTACT: Any chartered bank.

is designed to strengthen the capability of industry to develop and apply technologies that are important if Canada is to capture new market opportunities and maintain its standard of living. Three strategic technologies are eligible for funding under the program:

- information technology (computer hardware and software, telecommunications, and microelectronics);
- biotechnology (genetic engineering, mass production of plant or animal cells, microbial fermentation, monoclonal antibody production, and protein engineering); and
- advanced industrial materials (ceramics, engineering plastics, super alloys, and high temperature superconductors).

consolidates and redirects existing federal assistance to technology centres outside the federal establishment. TOP will provide start-up assistance for new centres as well as sustaining assistance for existing centres. In general, assistance will not be directed towards a centre's cost-recoverable activities, but will support, fully or in part, technology development and diffusion services that cannot be expected to recover full costs. Applicants must be incorporated, non-profit organizations established in Canada to provide technology development, diffusion, and related training in support of industry. Industry associations, provincial research organizations, or technology centres associated with universities are considered eligible.

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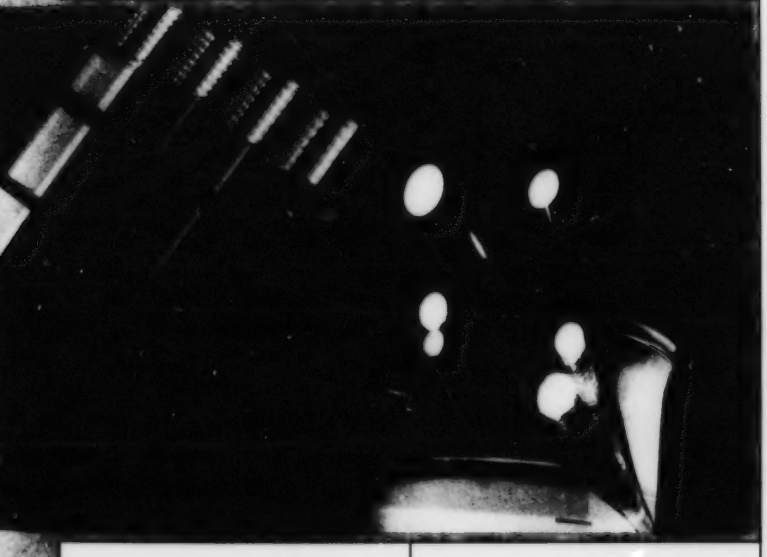
government assistance. Companies which apply should be incorporated in Canada and have sufficient autonomy to apply their research results from a Canadian base in the best interests of the Canadian economy.

offices throughout the province. These Advisors provide technical and other services to businesses on-site, to support technology application in Alberta firms.

aims to improve the research and technological capabilities of the Canadian defence industry. The program provides financial assistance of up to 50% of the total

is a National Research Council program established to further the awareness and application of technology in Canadian

has laboratories across the country that are organized along multi-disciplinary lines aimed at particular areas of application. Research is undertaken in a wide range of strategic technologies with industrial potential such as biological systems and processes, the performance of machines and mechanical structures, control systems, and automated processes. A construction research unit is located in Calgary with special expertise in Expert Systems development. NRC also administers extensive programs of technical support to industry including financial support elements.



project costs. The project must involve applied research in a defence technology. The research would generate sufficient knowledge to bring a novel concept or invention to a stage where application is feasible with or without other

industry in order to promote industry development. The field engineers, called Industrial Technology Advisors, are located at

Customs and Duty Drawbacks

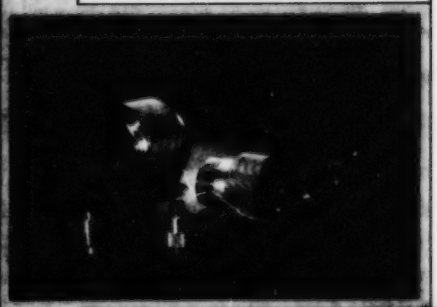
is a program under the department of Customs and Excise which aims to directly financially assist Canadian business people. The program is mainly of interest to business people who import goods and materials to be further manufactured and then exported. Customs duty and taxes are returned on certain imported products that have been used or disposed of in a manner that qualifies.

The possibility of a business qualifying for drawback should be discussed with a member of Customs and Excise.

CONTACT: (403) 292-4637 (Calgary)

promotes investment in areas across Canada adversely affected by economic

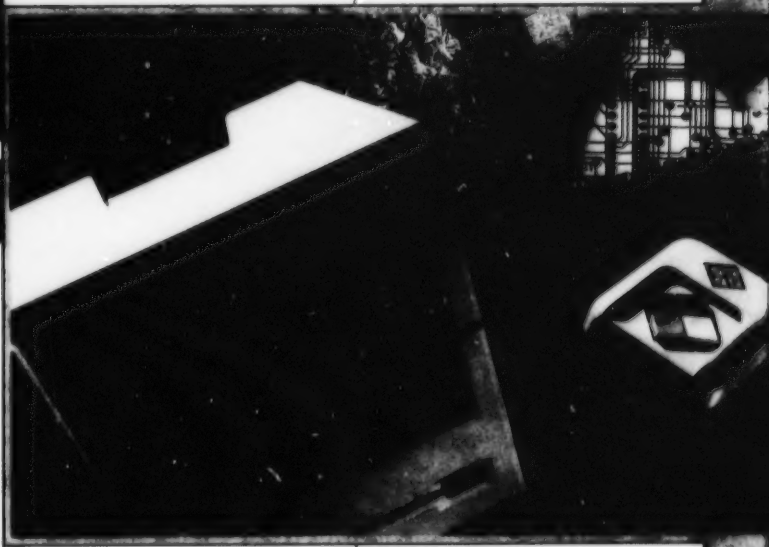
disparities. These areas are selected by the federal government on the basis of census divisions containing the 5% of the population suffering most from high unemployment and low per capita income. In Alberta, this program applies only in the Peace River region (Census Division 17, 18, 19), excluding the City of Grande Prairie. All manufacturing and processing activities, as defined under the Regional Development Incentives Act, are eligible providing they are located within the designated areas. There is no project size limit, and the project can be a new facility, an expansion, or a modernization.



is one of the largest purchasing departments in Canada. The Department procures goods and services on behalf of 158 client departments and agencies from about 85,000 different suppliers. To obtain more information on how to do business with SSC, please call the Corporate Relations Officers of the Alberta/NWT Regional Office in Edmonton or Calgary.

provides organizational and financial support to western businesses wishing to participate in international marketing events to promote western products for export. The events must be broadly applicable to a number of western companies. The program will bring a number of businesses together under one general project approval. It will generally offset up to 50% of a company's direct costs (up to a maximum of $10,000) for travel, shipping, labour, rental of display or booth space, and demonstration or display materials expenses. It will also assist in directing companies to other appropriate government departments.

assists companies in upgrading their quality control systems to enable them to meet consistency and quality control standards required for federal contracts and some overseas markets. The program pays up to 50% of all eligible costs per company. Up to $20,000 in funding for implementation costs such as consulting services, labour and training will be non-repayable. Contributions for capital costs and implementation costs in excess of $20,000 are repayable.

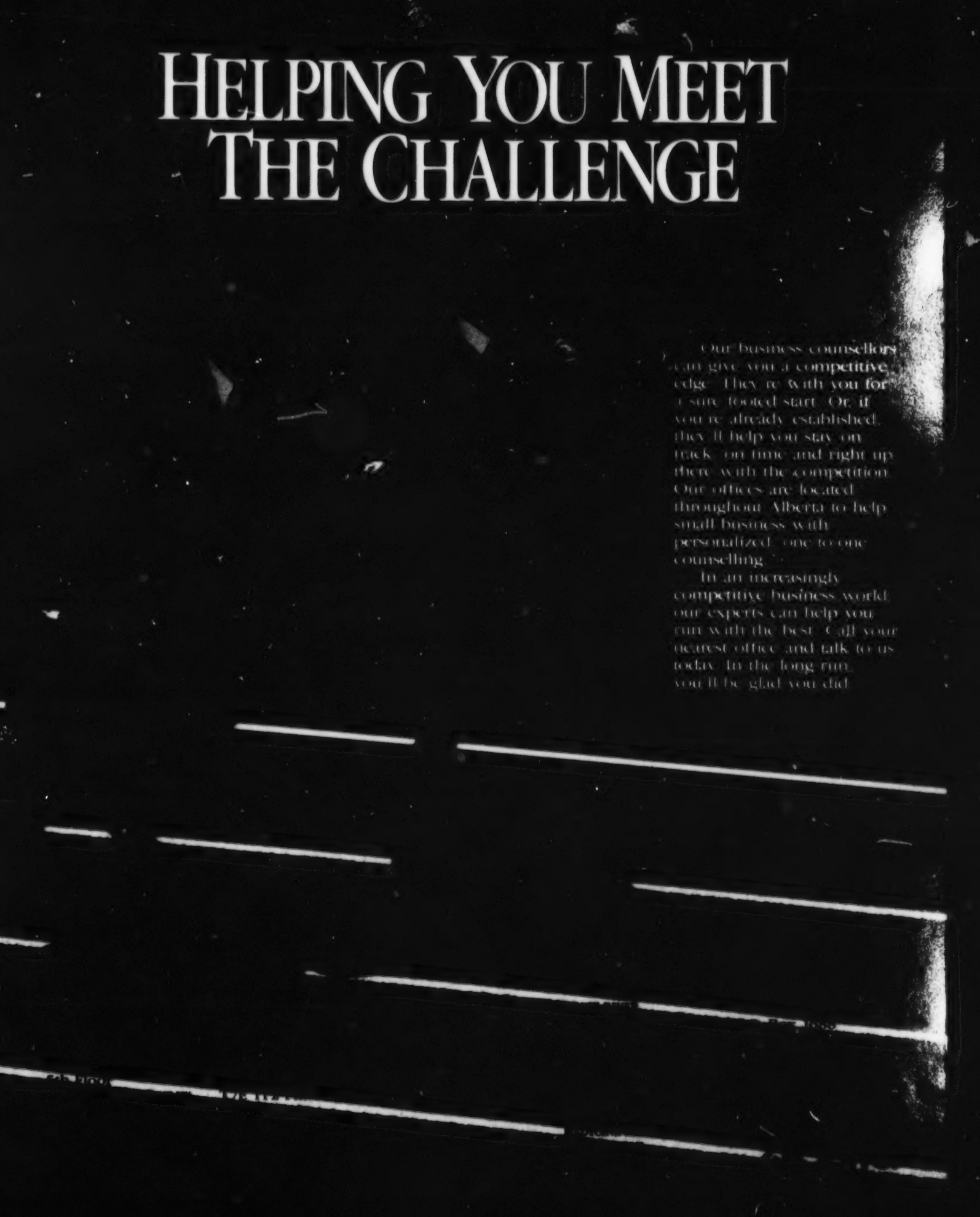


is designed to assist projects of strategic importance to Western Canada which would otherwise not proceed without support. Program funding is based on a project's individual merits. To be considered for assistance, the following principles are applied:

- the proposal must contribute to the diversification and development of the West's economy;
- assistance will not duplicate or replace existing federal programs, and applications will be directed first to other available departments and programs for financial assistance;
- maximum flexibility will be retained in structuring the way in which assistance is provided;
- assistance is usually in the form of a repayable contribution, and "top-up" funding from other traditional sources;
- the applicant must have significant equity participation; and
- projects in the not-for-profit category or assistance to industry associations for marketing and promotion purposes, will be considered for assistance of up to 90% of project costs.

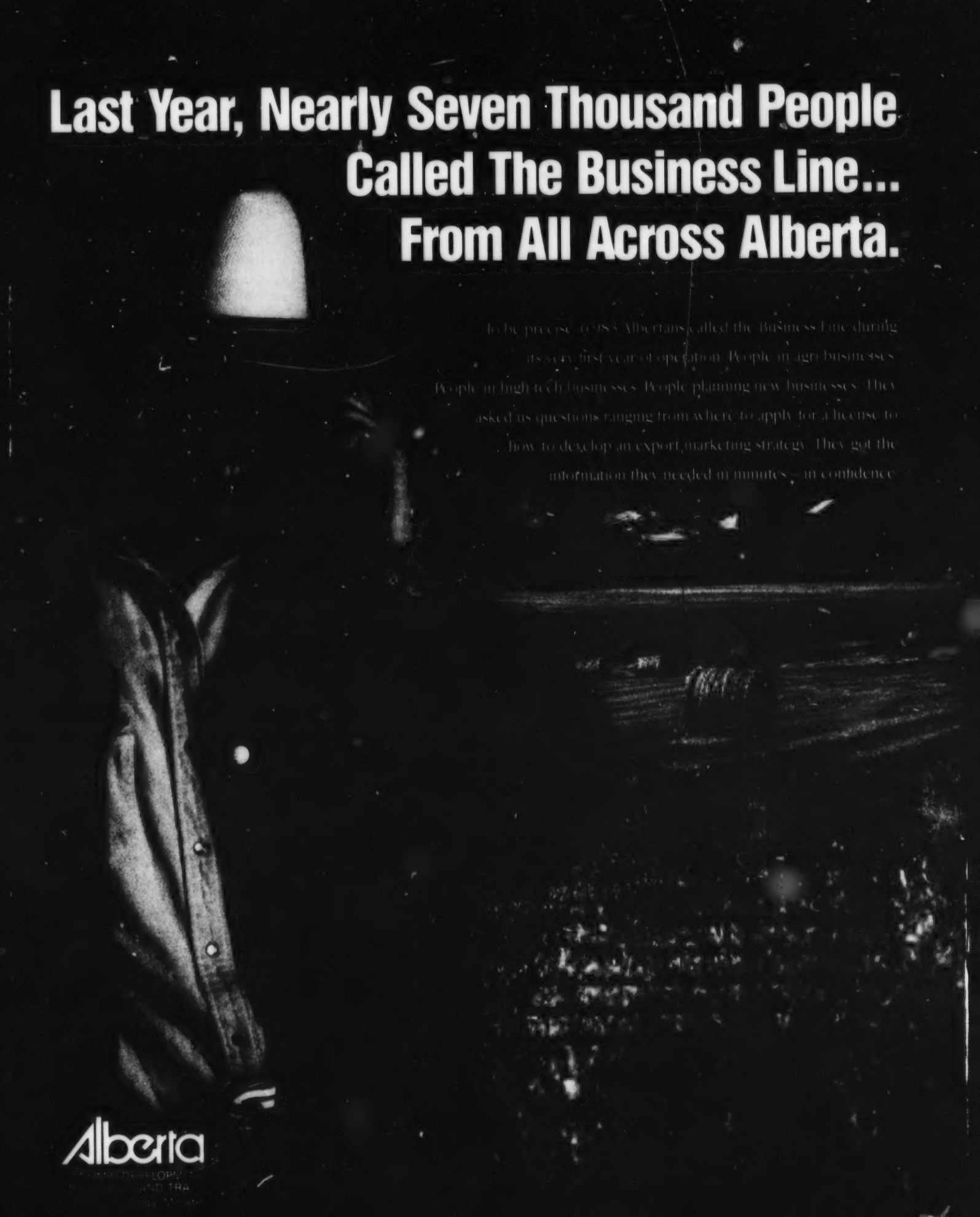
The Western Diversification Program is particularly targetted towards projects that involve new products, new markets, and new technologies, including import replacements and industry-wide productivity enhancements.

HELPING YOU MEET THE CHALLENGE



Our business counsellors can give you a competitive edge. They're with you for a sure footed start. Or, if you're already established, they'll help you stay on track, on time, and right up there with the competition. Our offices are located throughout Alberta to help small business with personalized, one to one counselling.

In an increasingly competitive business world, our experts can help you run with the best. Call your nearest office and talk to us today. In the long run, you'll be glad you did.


Last Year, Nearly Seven Thousand People Called The Business Line... From All Across Alberta.
To be precise, 6,985 Albertans called the Business Line during its very first year of operation. People in agri-businesses. People in high tech businesses. People planning new businesses. They asked us questions ranging from where to apply for a license to how to develop an export marketing strategy. They got the information they needed in minutes, in confidence.
Alberta